

# University Hill Employer EcoPass Feasibility Study



## *Part A: Survey Results*

February, 2015



# Study Goals

- Comprehensive outreach to **ALL** businesses within the University Hill District
- Quantify travel mode preferences to and from the University Hill District
- Gauge preliminary feasibility of an EcoPass program and other multimodal access options



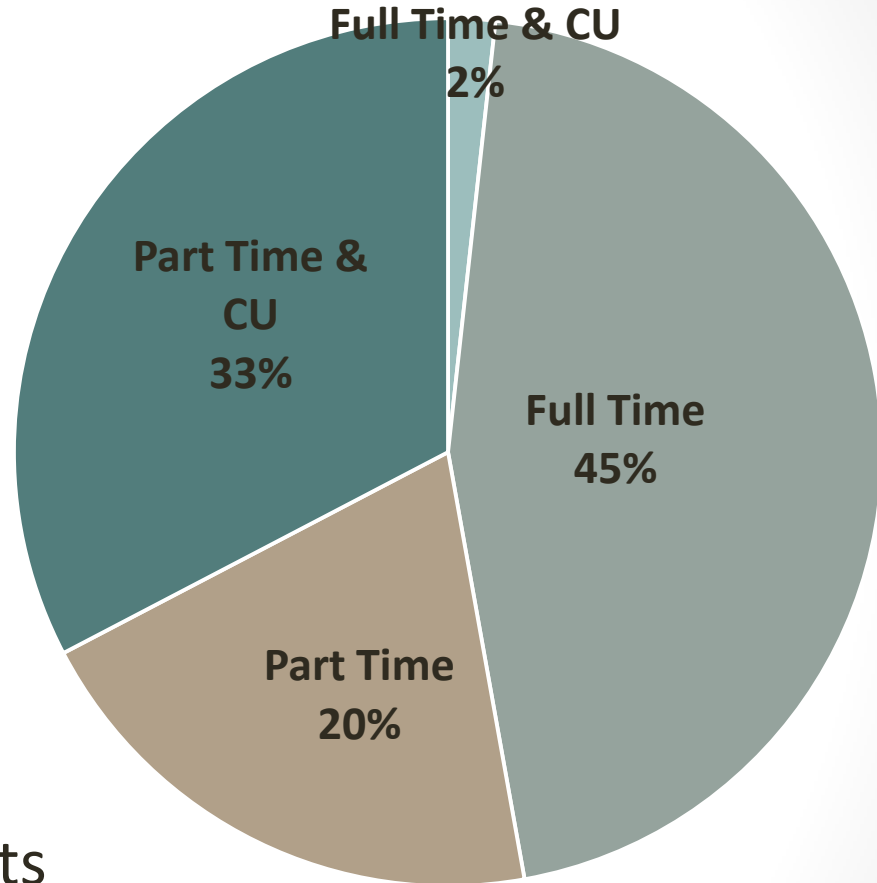


# Survey Method

- 30 hours of outreach with employees and business owners
- Email, phone calls, and “door to door” survey administration
- 81 out of 92 businesses completed survey in February 2015 (88%)



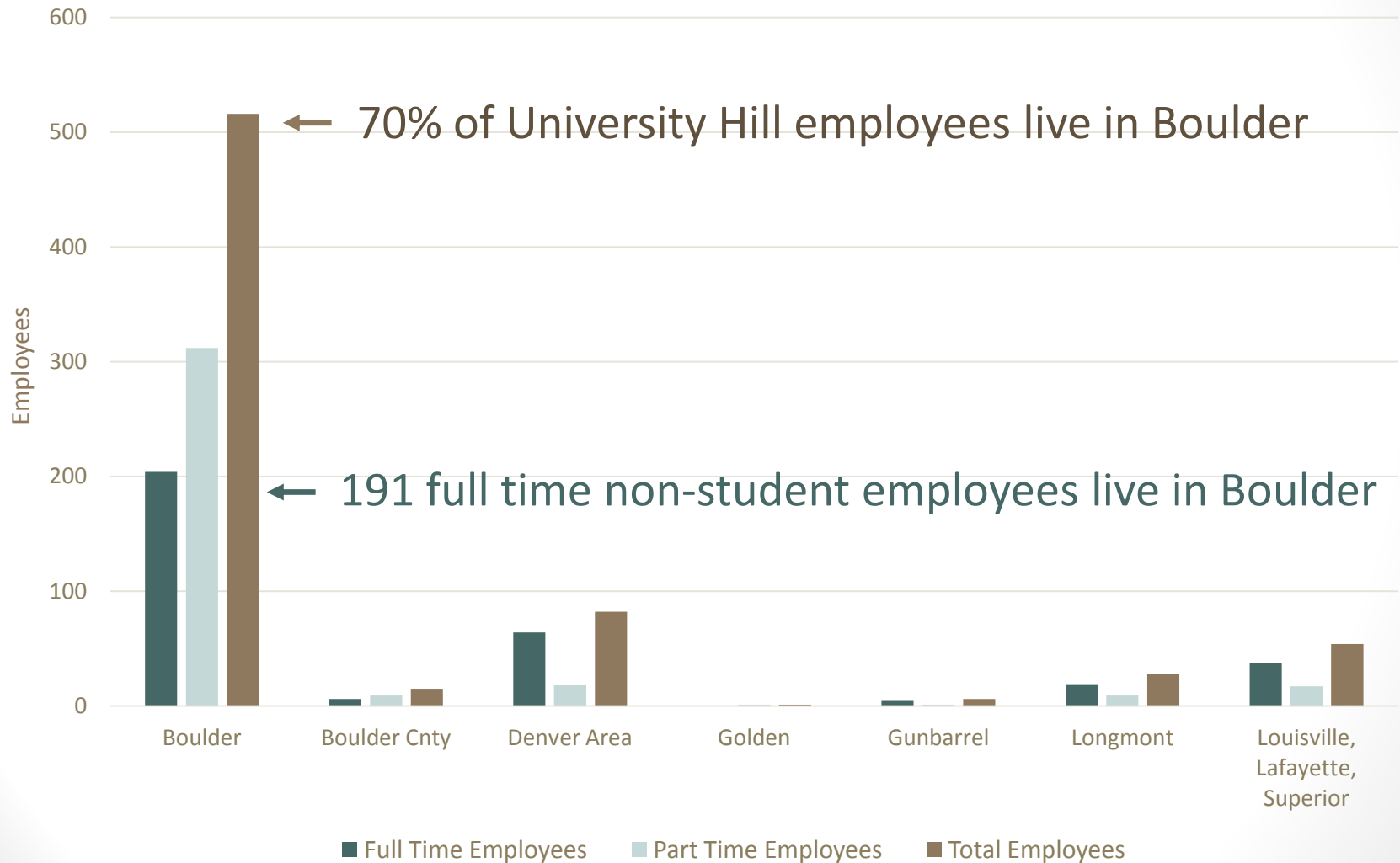
# Employee Summary



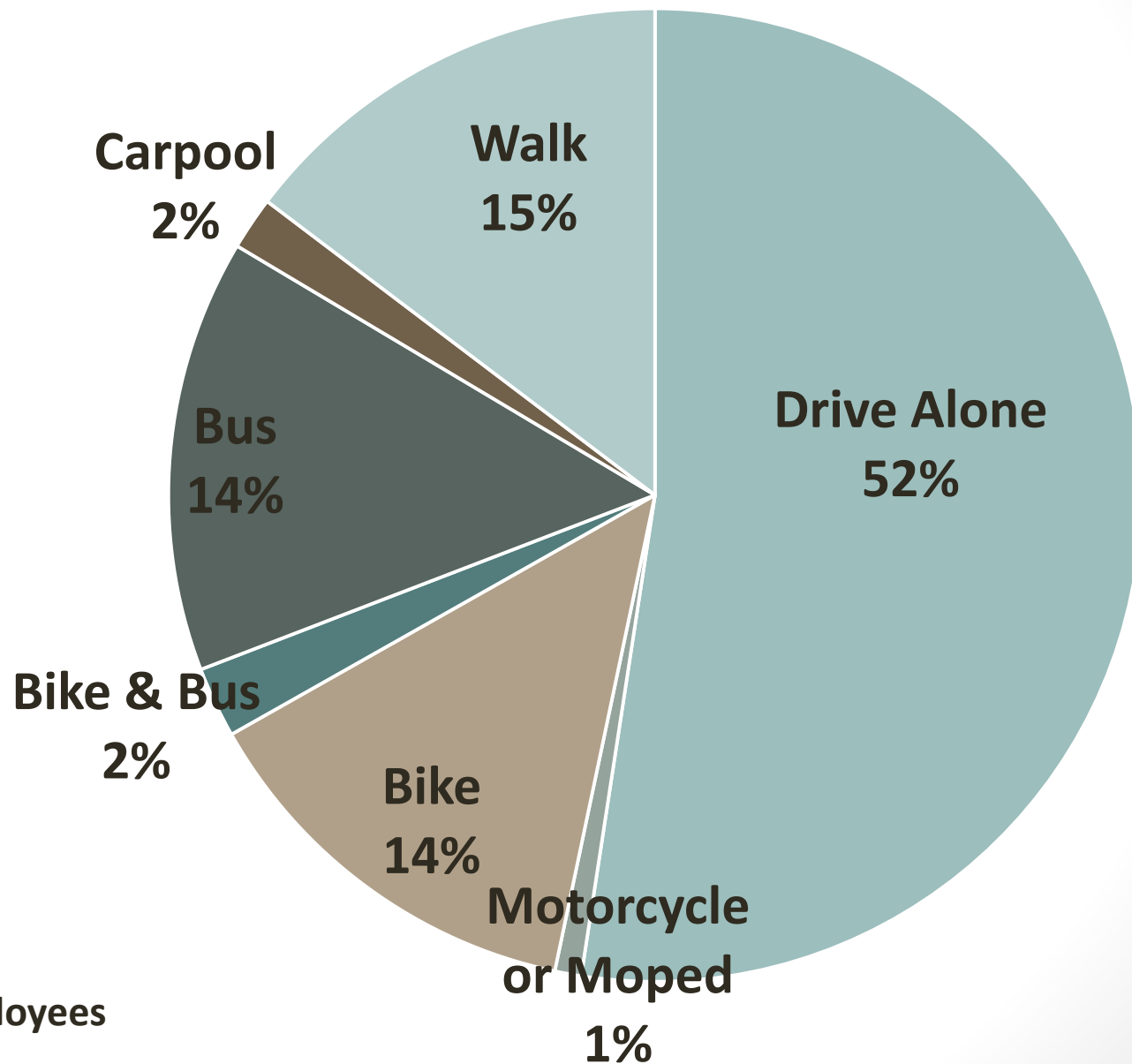
744 total employees

- 338 full time non-students
- 150 part time non-students
- 256 CU students

# All employee residences

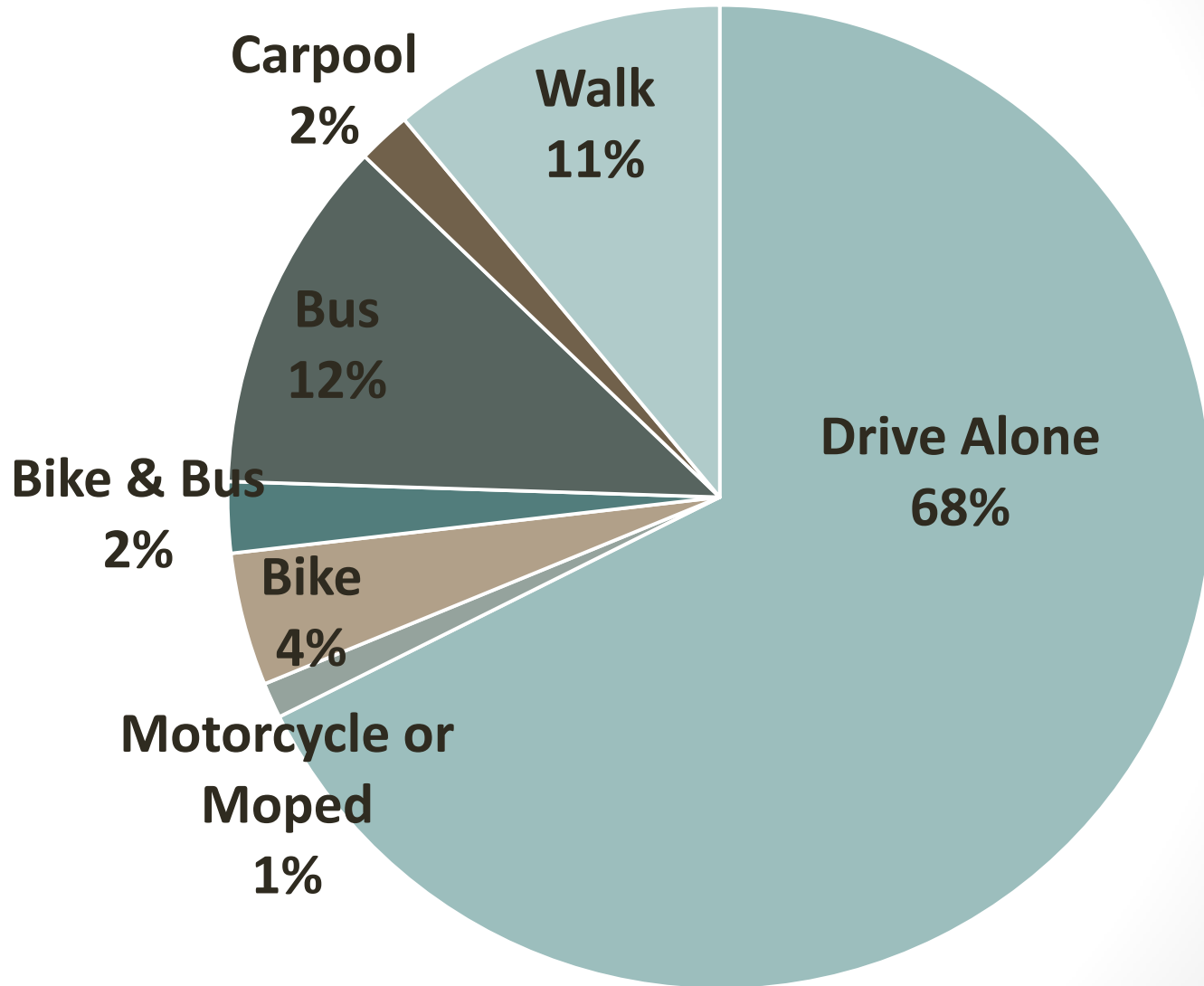


# All Employees



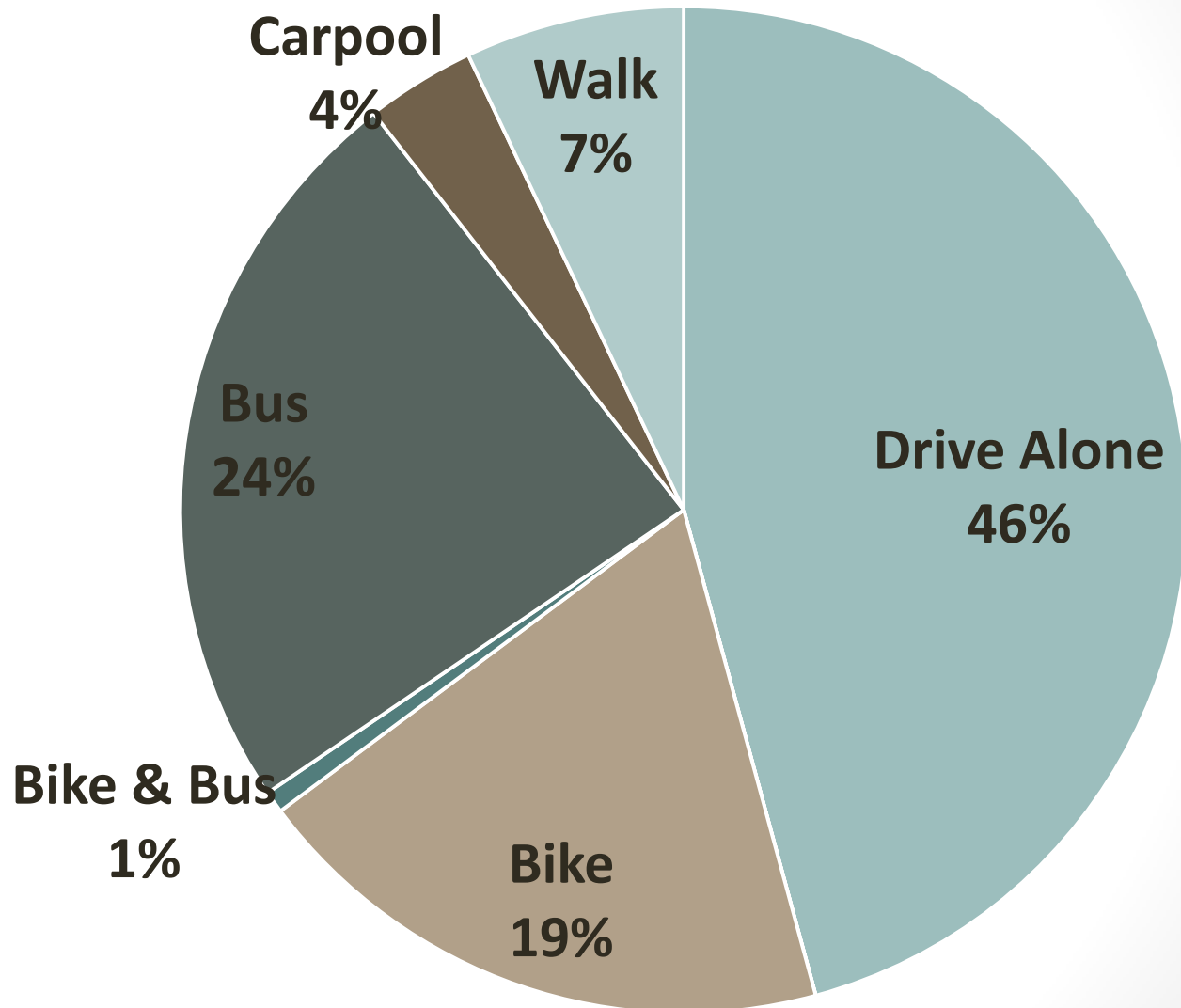
744 total employees

# Full Time Employees



351 full time employees

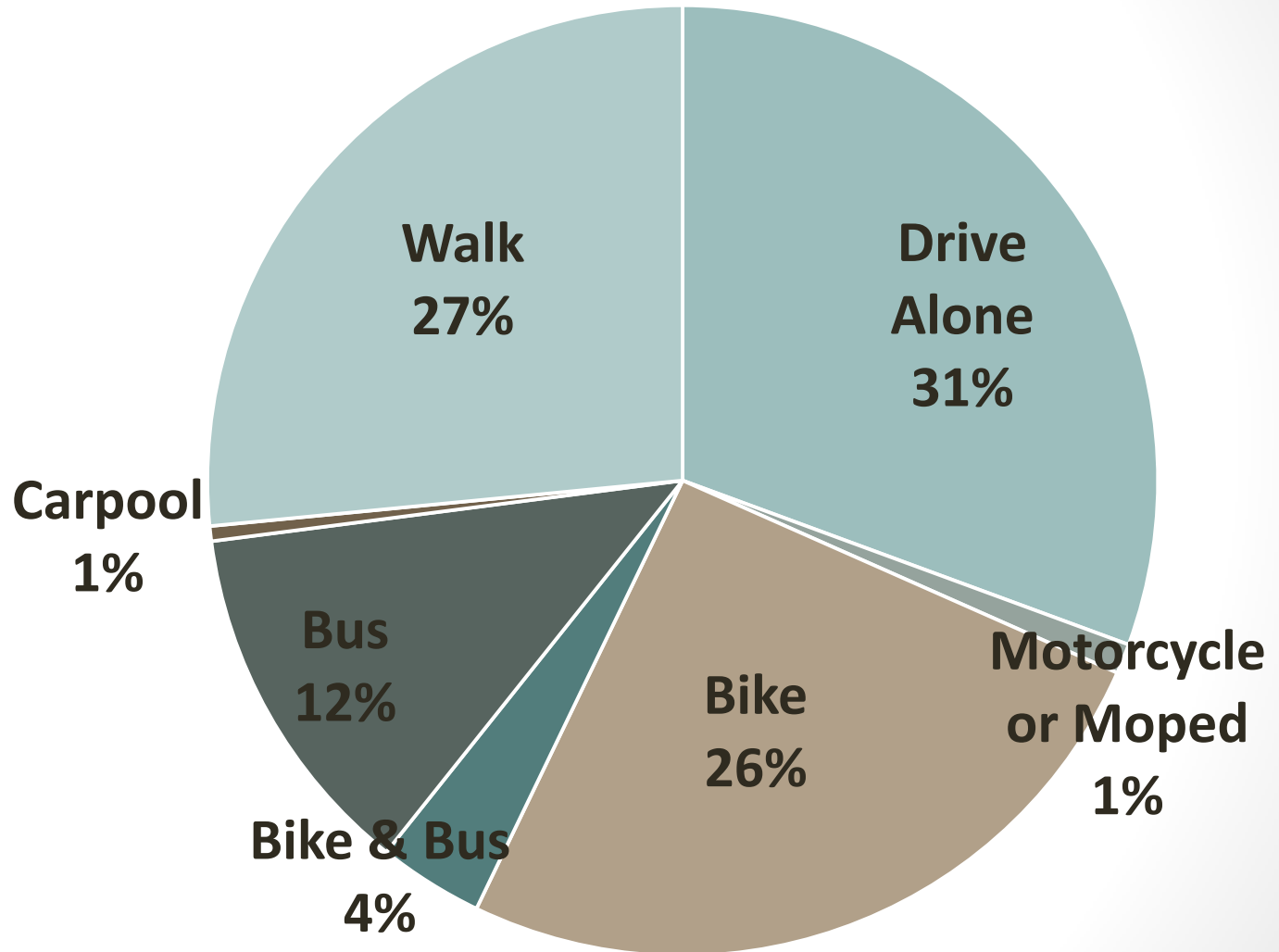
# Part Time Non-Student



150 part time non-student employees



# Part Time Student

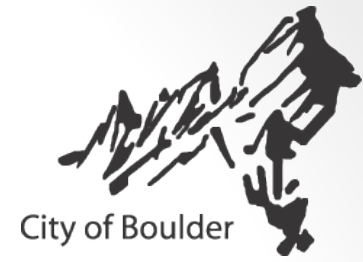


243 part time student employees

# General Feedback

- **85%** of respondents indicated the need for an **EcoPass**
- **88%** of respondents indicated the need for **more parking**
- Some respondents indicated the need for **additional bike parking**
- Some respondents requested:
  - **parking garage**
  - **additional permits for city lots**

# University Hill Employer EcoPass Feasibility Study *Next Steps*



## **Pursue EcoPass contract with RTD for all UHGID full time employees.**

- Full time employees meet the minimum threshold for a Master EcoPass contract (\$10,000 annually)
- Consistent with the downtown EcoPass program
- 68% of full time employees drive to work
- Over half of part time employees have a student RTD bus pass